QUICK GUIDE TO HAS#TAGS

A word or phrase with a # sign in front of it used on social media platforms. Used to search trending topics, events, posts, locations, and conversations.

USE RELEVANT #TAGS

USE THE "EXPLORE" FEATURE ON IG

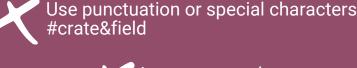CHANGE UP YOUR #TAGS TO STAY CURRENT
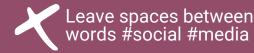
PICK 1 OR 2 BRANDED #TAGS FOR CONSISTENCY

HASHTAG DO'S & DON'TS

DO Use letters, numbers, and under_scores ✓

DON'T Put #tags in comments ✗

✗ Use punctuation or special characters #crate&field

✗ Leave spaces between words #social #media

HOW ARE SOCIAL MEDIA HASHTAGS USED?

- Group conversations
- Collect posts together
- Search for customers
- Be found by your customer
- Add context such as an event or a location
- Add emotion thru showing opinions or having fun

Example Post

National park number 9 on cross country road trip! #roadtrip2020 #yellowstonepledge #yellowstonenps #craterfield2020
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@yellowstonenps #oldfaithful #travelphotos #druidwolfpack #yellowstonepledge #yellowstone #visitwyoming #yellowstoneforever #nationalparkgeek #wyomingwildlife #explorewyoming #yellowstonenationalpark #yellowstonepark #nationalparks #exploreyellowstone #nature_lovers #naturephotography #wildlife #wanderlust #animalcrossing #hikingbearcountry

Stop your post from looking spammy by creating a break between the caption and the hashtag.

INSTAGRAM

Hashtag on IG? **yes**

IDEAL NO. OF HASHTAGS ON IG?
#1 -30

Add your hashtags at the same time you post

Use # with 30K - 100K posts rather than popular

Hashtags are key to being discovered on IG

Use a branded hashtag in your IG posts

FACEBOOK

Hashtag on FB?
But conservatively... **yes**

IDEAL NO. OF HASHTAGS ON FB?
#① Yep! One. No more than 3.

Event hashtags work really well on Facebook

Hashtags on FB aren't as popular, and there "privacy" issues that complicate matters

EXPLORE HASHTAGS

ENGAGE HASHTAGS

FOLLOW HASHTAGS